



CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 02/20/01
AGENDA ITEM _____
WORK SESSION ITEM WS#2

TO: Mayor and City Council
FROM: City Manager
SUBJECT: Results of Resident Survey

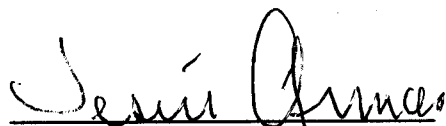
The resident survey has been completed and the results are found in the accompanying report.

As you will recall, the survey was commissioned to obtain public input concerning the quality of City services, service needs and funding priorities. The worksession is designed to enable Paul Goodwin of GLS Research to review with you the results of the survey as well as to respond to questions.

I will not in this agenda report reiterate the findings obtained in the document. A couple of observations are in order, however.

According to the survey, when the public interacts with City employees, the experience is generally a favorable one. Obviously, the credit for this goes to the men and women employed by the City who do their best on a daily basis to provide quality service to our residents. While there is always room for improvement, it is reassuring to learn that we start from a positive base.

With regard to funding priorities, the survey reveals that the public generally concurs with the priorities established by the Council during the budget process.


Jesús Armas, City Manager

Attachment



SURVEY RESEARCH FINDINGS

CITY SERVICES EVALUATION STUDY

Prepared for:

THE CITY OF HAYWARD

February, 2001

SAN FRANCISCO • LOS ANGELES • LAS VEGAS • MOSCOW, RUSSIA

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Introduction And Methodology

The City of Hayward asked GLS Research to conduct a study of local residents to assess satisfaction with city services and to help develop funding priorities for future city budgets.

The survey was conducted by telephone from January 16-21, 2001. The sample was drawn randomly from a list of telephone numbers in the Hayward area. A screening question was employed to ensure that everyone who was interviewed lives in Hayward. Every household in Hayward with a telephone had an equal opportunity of being interviewed. Both English and Spanish language interviewers were available, and the instrument was translated into Spanish.

In total, 400 randomly selected local residents were interviewed, with an average interview length of about 20 minutes. The margin of error for this study was plus or minus five percent at a 95 percent confidence level. That is, if this survey were to be repeated exactly as it was originally conducted, then 95 out of 100 times the responses from the sample (expressed as proportions) would be within five percent of the actual population proportions.

The survey instrument was developed in close consultation with the Hayward City Manager's Office, and the Hayward City Council reviewed a draft in public session. The questionnaire covered the following subject areas:

- Overall attitudes about city services
- Problems of greatest concern facing the city
- Priorities for city services
- Experiences resulting from interactions with city employees
- Rating the job done by the city in providing different services
- Preferences for use of revenues to be spent on public safety
- Frequency and motivations of visits to downtown Hayward
- Viewing of City Council meetings on cable TV/Access of the city's Website
- Respondent demographics.

Where appropriate, the survey instrument repeated questions asked in the March, 1998 resident survey conducted by GLS Research for the City of Hayward. By repeating the exact wording of the question, we are able to compare changes in attitudes over time. This report points out any changes in response over time that, according to statistical tests, are unlikely to be due to chance or random error. It should be noted, however, that such differences might be influenced by changes in question order.

Interviews were edited for completeness and accuracy, coded, and entered into a computerized database for analysis. The data were then analyzed using statistical software packages available to GLS Research. The results of the questionnaire administered to respondents are appended to this report.

Throughout this report, differences in responses between or among respondent subgroups (e.g. men compared to women) are mentioned only if those differences are statistically significant; that is, if the differences exceed the margin of error relevant to that specific comparison. Differences are generally not mentioned if they are not statistically significant.

In some instances, tables and charts are used to illustrate the data. The data presented in these tables and charts are based on the total sample of 400 respondents, unless otherwise specified. In tables and charts using proportions, those proportions may not add to 100 percent because of rounding or because multiple responses were permitted.

Executive Summary Of Findings

As was the case in the 1998 study, this survey focused on two main areas: asking residents to rate the job the city is doing in providing various services, and identifying resident priorities for city services and in the allocation of city revenues. The survey also asked several questions related to interest among local residents in viewing City Council meetings on television or in accessing the city's website.

In addition, the 2001 survey includes a series of new questions that were not present in the 1998 study. These new items address the changes to downtown Hayward as well as the visitation frequency and motivations for residents' trips to the downtown area. We expanded the demographic battery in the survey to further study residents who rent and explore changes in the monthly rent they pay. Finally, the new survey includes questions of interest in identifying priorities in improving the quality of life in Hayward.

Problems Facing the City

Crime and transportation issues dominate the concerns people have about life in Hayward.

- In an open-ended question, residents were asked to identify the "most important problem" facing the city. When all of the responses concerning traffic or transportation are combined, nearly one-third (31%) of all residents identified some issue in this arena as an important problem facing Hayward. This is a shift from 1998 when crime-related issues topped residents' agenda of concerns. Further, two out of three residents (67%) say that traffic conditions in Hayward are worse today than they were five years ago. As a result, changing perceptions of the traffic situation in the city vicinity may have moved traffic congestion worries to the top of residents' list of problems and concerns for their city.
- Crime and crime-related problems are now the most important concern for 17 percent of the city's residents, down from 34 percent in 1998. Indeed, only 26 percent said Hayward has become less safe in recent years, down from 38 percent in 1998.
- When we asked about specific problems facing the city (excluding crime), we found the highest levels of concern with traffic congestion (78 percent said it was a serious problem), lack of positive activities for youth (60 percent said it was a serious problem), potholes (55 percent), and graffiti (40 percent).

- On virtually all of these problems, levels of concern have declined since 1998. For example, the percentage rating graffiti as a serious problem has declined by 7 percentage points, from 47 percent to 40 percent. The percentage rating lack of shopping opportunities as a serious problem has declined from 38 percent to 31 percent. Other declines in the percentage rating problems as serious include potholes (from 62 percent to 55 percent), broken street lights (34 percent to 22 percent), the time required to get a building permit (18 percent to 13 percent), clogged storm drains (45 percent to 31 percent), lack of jobs (49 percent to 40 percent), broken traffic signals (32 percent to 21 percent), how garbage and recycling are collected (32 percent to 24 percent), and the number of stray animals (21 percent to 14 percent).
- The one exception is traffic congestion, where concern rose from 61 percent to 76 percent.
- With the specter of rolling blackouts looming and the reality of rising gas and electricity prices setting in, the vast majority of Hayward residents also express concern about rising electricity costs for their homes. More than nine out of ten residents (91%) are concerned about potential electricity cost increases for their homes, with 79 percent of residents saying they are very concerned. Only two percent of residents indicate that they are not at all concerned about potential electricity price hikes.

Rating City Services

Hayward residents maintain generally positive views of city government and the services it provides. Services such as fire protection and 9-1-1 response are especially well rated. City employees receive very high praise for their courteousness and responsiveness.

- Forty-four percent say they are satisfied with the job the city is doing in providing city services, 38 percent give the city a neutral rating, and just 17 percent say they are dissatisfied. These numbers yield a very favorable 2.58 to 1 positive-to-negative ratio.
- Dividing ratings for specific services into three tiers, we observe that residents give the highest job ratings (60 percent or more who said that the city was doing an "excellent" or "good" job in providing these services) to police and fire services, answering 9-1-1 calls, library services, animal control, and cleaning of storm drains.

- In the second tier, we find that 40 to 59 percent gave the city a positive job rating for renovating downtown, for having polite employees, for operating efficiently, for keeping city streets clean, for protecting neighborhoods, for protecting people from crime, for trimming trees, for enforcing building codes, and for returning calls to city agencies.
- In the third tier, we find that residents give the lowest job ratings to repairing potholes, providing services for youth, ensuring people keep up their homes, keeping traffic running smoothly, repairing sidewalks, and preserving open space. Between 20 and 33 percent of residents indicated the city was doing a "poor" job in these areas.
- We find significant increases in positive ratings for the city when it comes to library services (from 50 percent positive to 63 percent), the fire department (from 75 percent to 84 percent positive), 911 services (from 63 percent to 74 percent positive), in fixing sewers and storm drains (from 53 percent to 60 percent positive), in keeping streets and gutters clean (from 45 percent to 54 percent positive), in renovating downtown (from 40 percent to 58 percent positive), in providing youth services (from 30 percent to 37 percent positive), and in operating efficiently (from 47 percent to 54 percent positive).
- There were also significant increases in negative ratings for the city when it comes to keeping traffic flowing smoothly (from 57 percent in 1998 to 69 percent in 2001), in taking action against people who do not clean up their homes (from 51 percent to 60 percent), in enforcing and applying building safety codes (from 29 percent to 36 percent), and in preserving open space (from 46 percent to 48 percent).
- Specifically regarding city employees, of the 65 percent of local residents who said they have either telephoned or visited a city agency, 89 percent said that city employees were courteous, and 79 percent said city employees were responsive to their needs.

Priorities for City Spending

- In the survey, we gave residents a choice of different possible priorities for the City budget. From these options, public safety (police and fire services) remain, as they were in 1998, as the highest priority. But a second priority is clear: improving city infrastructure. Fully 82 percent of residents say that fixing city streets, sewers, and water systems should be a high priority, up from 75 percent in 1998.

- Library services ranked as a third significant priority for local residents. Nearly three-fourths of Hayward residents (74%) said that library services should be a high priority for the City's budget, up from 68 percent in 1998.
- "Neighborhood services," defined as sidewalk repairs and tree trimming, was seen as the fourth highest priority of those tested, with 65 percent who said it should be a high priority, up from 53 percent in 1998. Fifty-five percent said that economic development should be a high priority for the city's budget, and 35 percent said that animal control services should be a high priority.

Preferences for Public Safety Policies

- When it comes to ways to make Hayward safer, residents clearly believe that prevention is the best approach. When asked whether additional money for police should be spent on expanding efforts to prevent crime by working with kids and neighborhood groups, or on expanding the number of police officers on patrol, residents strongly lean toward prevention: 76 percent favor more crime prevention, while only 19 percent would opt for more officers on patrol. In 1998, 55 percent preferred prevention with 28 percent preferring more officers.
- Similarly, when asked to identify one of four possible priorities for the duties of a new police officer assigned to their neighborhood, only 22 percent say an new officer should be used for patrolling in their neighborhood. Thirty-nine percent say that officer should work with kids to prevent gangs and crime over other possibilities, 27 percent say that officer should work with local residents to help prevent crime, and 12 percent say the officer should patrol at local schools. These responses are similar to what was found in 1998.

Improving the Quality of Life

- Fifty-six percent said that installing more streetlights would be important in making their neighborhood a better place to live. Fifty-four percent said that fixing sidewalks damaged by tree roots would be important to their neighborhood, and 47 percent said that organizing volunteer groups to clean up local streets would be important.
- When asked to choose from five possible steps to improve the quality of life in Hayward, 37 percent said the most important thing that could be done was to provide more open space and outdoor recreation. Twenty-three percent said that better dining and restaurants would most improve the city's quality of life. Sixteen percent wanted better local shopping, 12 percent named more theaters and plays as important to them, and 7 percent wanted more local arts or museums.

Interest in City Council Meetings/City Website

A fairly sizable fraction of local residents say they watch the City Council on cable television or have accessed the city's website.

- Forty-three percent overall say they have seen a City Council meeting on cable television, and five percent of these viewers say they watch weekly. Another 36 percent of these viewers (16 percent overall) say they watch at least once a month. In total, about 18 percent of Hayward residents watch a Council meeting at least once a month. Clearly these meetings provide an important opportunity to communicate with local residents. These figures are little changed compared to 1998.
- More than three-fourths of residents (76%) have a computer at home (up from 51 percent in 1998), and 89 percent of these computer owners also have access to the Internet at home. Further, one-fourth of residents have accessed the City's website from their homes, offices or other locations. This is more than four times the proportion of residents (6%) who accessed the City's website in 1998.

Downtown

Fifty-eight percent say they like the changes that have occurred in downtown Hayward over the past few years, compared to just 11 percent who dislike the changes. About everyone visits downtown at least once a month, and 40 percent visit it more than five times a month for purposes such as shopping, dining, or medical or professional services. Only about 7 percent of Hayward residents work in the downtown area.

Comparison of Residents' Attitudes from 1998 to 2001

In comparing attitudes between 1998 and 2001, we see an increase in positive attitudes about the city of Hayward, and about the services provided by the city. In particular, we see greater appreciation by local residents for specific services such as libraries and various aspects of public safety services.

While residents continue to see public safety as the highest priority for city spending, it is clear that fear of crime is abating. As attitudes about crime changes, so too are attitudes about the best uses of police resources, with a growing sense that crime prevention should be a higher priority.

While concern about crime has declined, the elevation of traffic and transportation issues to the top of residents' priorities and problems list represents the major change in attitudes discovered through the study.

Other growth-related concerns, such as lack of open space, have increased in priority for residents. With rising property values, we also see greater concern about code enforcement and taking up action against people who do not maintain their properties.

Residents appear generally pleased with the city's efforts to upgrade the downtown area, and rate the city very positively in this area.

Another change worth noting is the growing proportion of residents who access the City's website. Given the rise in home computer ownership and the explosion of "wired" technologies in the recent past, access to the Internet has become more common throughout many communities.

Demographic and Socioeconomic Profile of Residents

- Seventy-four percent of residents say they are registered to vote.
- Sixty-one percent of residents say they live in a house, while 30 percent live in a condominium or apartment and six percent live in a mobile home. Sixty-one percent say they own their place of residence, and 36 percent say they rent.
- The average price residents spend for rent per month is \$924.00. Seventy-five percent of renters are living in the same home, apartment, or condo they occupied one year ago, but about one in four say they have moved in the past year. Further, 73 percent of those living in the same place say their rent increased in the past year. The average rise in the monthly rent for residents was \$119.00.
- Thirty-six percent say they have children under age 18 living at home with them.
- Twenty-two percent have moved to Hayward in the past three years; 41 percent have moved to Hayward in the past ten years; more than two-thirds have moved there in the past 25 years, and 30 percent have lived there for 25 years or more. These figures indicate a significant increase in new arrivals; in 1998, just 15 percent had lived in the city for three years or less.

- About 78 percent of those we interviewed said they were employed, either full or part-time. Fifty-seven percent said they commute to work by car, and another seven percent said they commute to work by carpool. Only six percent said they commute to work using public transit and only two percent walk to work.
- Fifty-two percent of those we interviewed identified themselves as white, with 11 percent describing themselves as African-American, 16 percent as Latino, 13 percent as Asian, three percent as "mixed" race and one percent as "other."
- Among those who participated in the survey, English (100%) and Spanish (14%) rank as the two most common languages residents speak at home. Residents also speak Tagalog (5%), Mandarin (4%), Hindi (3%), and French (2%) at home.
- Twenty percent say they earn more than \$70,000 per year, with 50 percent earning \$30,000 to \$70,000, and 20 percent earning less than \$30,000 per year.
- Fifteen percent of the survey respondents were over age 65, with 32 percent in the 45 to 64 age category, 21 percent between the ages of 35 and 44, and 30 percent between ages 18 and 34. These figures do not include residents under age 18.

Detailed Findings

PROBLEMS FACING HAYWARD

Early in the survey, residents described in their own words the most important problems facing Hayward. As Table 1 illustrates, residents rank traffic congestion as the most significant problem, followed by road repair/pot holes, and crime.

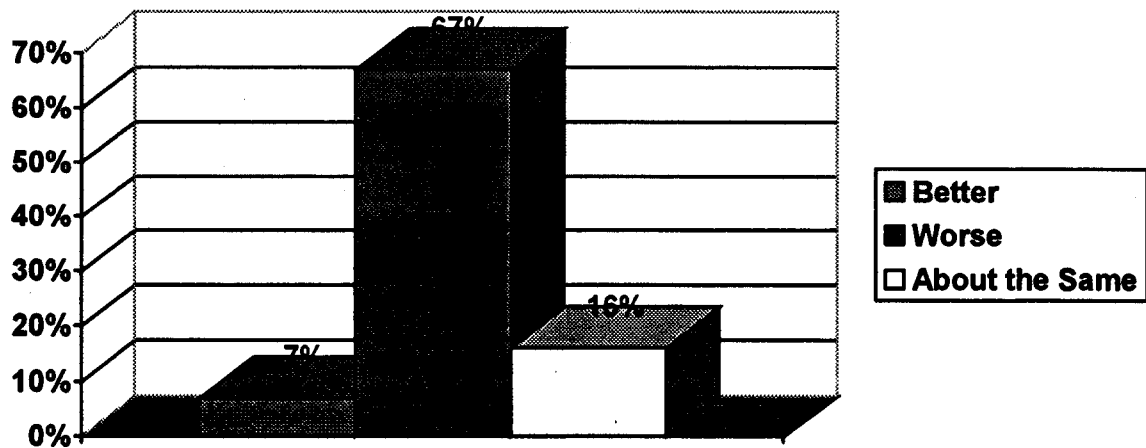
Table 1. Most Important Problem Facing Hayward
(Volunteered Responses)

<i>Problem</i>	<i>Percent</i>
Traffic congestion	16
Road repair/potholes	10
Need freeways built/expanded	3
Need more parking	2
Total Traffic/Transportation	31
Crime	8
Drugs	4
Gangs	3
Need more police	2
Total Crime	17
Downtown development	5
Cost of housing	4
Poor planning by City	2
Too much growth	2
Total Growth issues (other than traffic)	11
Pollution	7
Poor quality of education	4
Attract more businesses	2
Need more parks/open space	2
Other	15
None	9

When all of the problems concerning traffic or transportation are combined, nearly one-third (31%) of all residents identified some issue in this arena as an important problem facing Hayward. This is a shift from 1998 when crime-related issues topped residents' agenda of concerns. As Figure 1 highlights, two out of three residents (67%) say that traffic conditions in Hayward are worse today than they were five years ago.

Residents over age 45, white residents, voters, homeowners, and long-time residents are especially likely to feel that traffic conditions have gotten worse.

Figure 1. Comparison of Hayward's Present Traffic Conditions to Those Five Years in the Past



We also asked residents to rate their level of concern about a series of specific problems facing the city. They used a 5-point scale, employing a "1" if they felt the problem was not serious at all, and a "5" if they felt the problem was extremely serious. The results are shown in Figure 2 and Table 2.

Figure 2. Rating of Seriousness of Problems Facing Hayward

(Entries are mean scores where 1 = Not Serious and 5 = Extremely Serious)

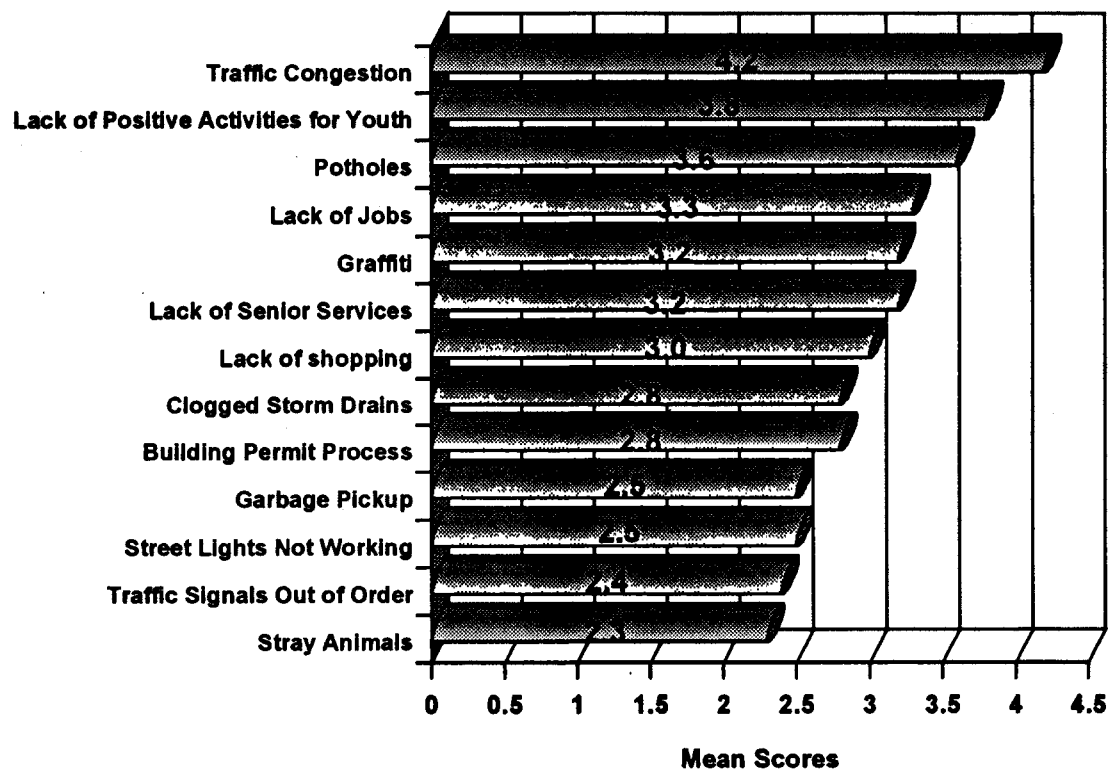


Table 2. How Serious Are These Problems in Hayward?

(1 = Not Serious, 5 = Extremely Serious)

<i>Problem</i>	<i>Serious (4 or 5)</i>	<i>Neutral (3)</i>	<i>Not Serious (1 or 2)</i>
	%	%	%
Traffic	76	15	8
Lack of Positive Activities for Youth	60	21	12
Potholes	55	25	19
Lack of Jobs	40	31	23
Graffiti	40	29	29
Lack of Local Shopping	38	26	37
Lack of Senior Services	33	33	21
Clogged Storm Drains	31	22	45
Garbage Pickup	24	26	50
Street Lights Not Working	22	25	53
Traffic Signals Out of Order	21	20	59
Too Many Stray Animals	14	22	61
Building Permits Process	13	24	24

Differences in Concern among Resident Subgroups

In general, the level of concern among most subgroups of residents about each problem in Hayward mirror those in the overall ranking for the study. However, a few differences in concern and emphasis among groups are described below.

Traffic: The following groups evidence higher levels of concern about traffic and congestion in Hayward than do their comparison groups:

- Women (58%) as opposed to men (48%), especially women over 45 years of age (72%);
- Whites (60%) and African-Americans (58%) compared to Latinos (45%) and Asians (34%);
- Homeowners (59%) as opposed to renters (44%); and
- Residents of more than 25 years (68%) compared to those who have lived in the City for less time.

Lack of Positive Activities for Youth: The following groups evidence higher levels of concern about the lack of positive activities for young people in Hayward than do their comparison groups:

- Women between the ages of 18 and 44 years of age (46%) compared to the rest of the sample (approximately 31%);
- Latinos (53%) compared to whites (27%) and Asians (30%);
- Parents (49%) as opposed to those without children (26%), and

- Residents who are dissatisfied with the overall job performance of the City (50%) compared to those who are neutral (36%) or satisfied (27%) with the City on this measure.

Lack of Shopping Activities:

- Those with incomes above \$40,000 per year (about 45%) compared to those with lower incomes (about 27%).
- Homeowners (41%) compared to renters (31%).

Potholes:

- Seniors (67%) compared to younger residents (about 52%)
- Those with incomes below \$20,000 (84%) compared to more affluent residents (about 52%).
- Those living in Hayward for 25 years or more (66%) compared to more recent arrivals (about 52%).

Streetlights Not Working:

- Women (25%) compared to men (18%).
- Renters (28%) compared to homeowners (18%).

Time Required for a Building Permit:

- Men (18%) compared to women (9%).

Lack of Services for Seniors:

- Seniors (34%) compared to younger residents (about 20%).
- Voters (24%) compared to non-voters (16%).

Lack of Jobs

- Those under age 44 (45%) compared to older residents (about 35%).
- Minorities (53% of Blacks, 48% of Latinos, and 45% of Asians) compared to 32 percent of whites.

Collection of Garbage and Recyclables

- Those with incomes under \$20,000 per year (35%) compared to more affluent residents (about 20%).

Stray Animals

- Blacks (20%) compared to other residents (about 14%).
- Those with incomes under \$20,000 per year (29%) compared to more affluent residents (about 15%).

Differences in Concerns from 1998 to 2001

The current hierarchy of concerns diverges somewhat from what we saw in 1998. Most significantly, crime, which dominated mentions in 1998, has fallen as a top concern, while concern about traffic congestion has grown. When it comes to the ratings of specific problems, there has been a sizable decline in concern regarding storm drains, street lights, traffic signals, jobs, waste collection, and other issues, as shown in Table 3.

Table 3. Percent Saying Each Problem is Serious: 1998 and 2001

(4 or 5 on 1-5 Scale Where 1 = Not Serious and 5 = Extremely Serious)

<i>Problem</i>	<i>1998</i>	<i>2001</i>	<i>Change</i>
Clogged storm drains	45	31	-14
Broken street lights	34	22	-12
Broken traffic signals	32	21	-11
Lack of jobs	49	40	-9
Collection of garbage/recycling	32	24	-8
Graffiti	47	40	-7
Potholes	62	55	-7
Stray animals	21	14	-7
Not enough shopping	38	31	-7
Time required for building permit	18	13	-5
Lack of senior services	38	33	-5
Lack of activities for youth	60	60	0
Traffic	61	76	15

Residents' Concerns with an Energy Cost Increase

In addition to the group of problems and concerns detailed above, we questioned residents about their concerns about increased electricity costs. Not surprisingly given the current power crisis, Hayward residents are very concerned about an increase in electricity costs for their homes. More than nine out of ten residents (91%) are concerned about potential electricity cost increases for their homes, with 79 percent of residents saying they are very concerned. Only two percent of residents indicate that they are not at all concerned about potential electricity price hikes.

Concern about rate hikes was especially intense among those with incomes below \$20,000 per year, among parents, and among Latinos.

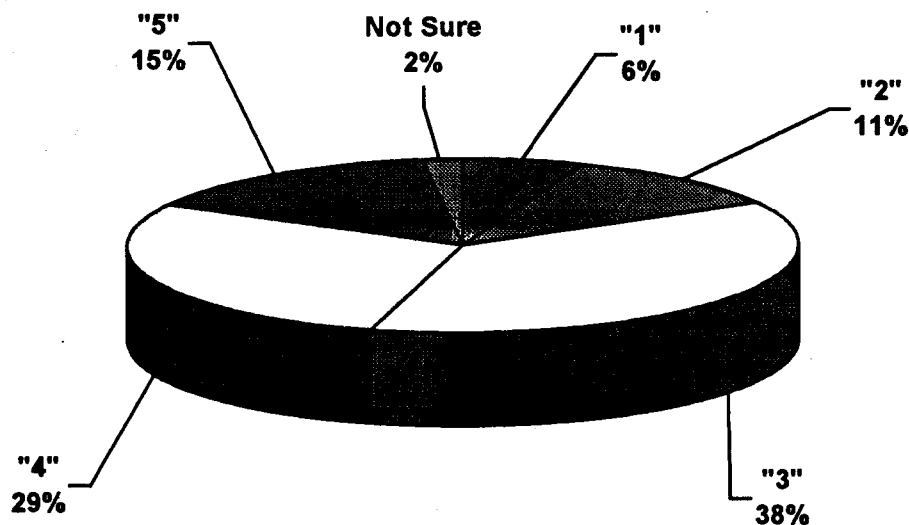
OVERALL JOB PERFORMANCE RATINGS FOR CITY SERVICES

Overall Satisfaction Ratings

We asked local residents to rate their satisfaction with "the job the city of Hayward is doing to provide city services" on a five-point scale. A rating of "1" would indicate being "very dissatisfied," and a rating of "5" would indicate being "very satisfied." A large percentage of local residents – 44 percent – said they were satisfied with city services, while only 17 percent claimed they were dissatisfied. As shown in Figure 3, more than one-third of residents (38%) remained neutral when responding to this question about the City of Hayward's job performance.

Figure 3. Satisfaction with Hayward City Services

(1 = Very Dissatisfied, 5 = Very Satisfied)



These figures are not significantly different from what was found in 1998.

Differences in Satisfaction among Resident Subgroups

In general, the level of satisfaction with the City's overall job performance is consistent across resident subgroups. However, a few differences do exist.

- Residents who believe the City has become safer over the last five years are more likely to be satisfied with City services (62% of these satisfied compared with 43% for those who said safety has not changed and 31% satisfaction among those who feel the City has become less safe).
- In general, longer term of residence in the City is associated with increased dissatisfaction. The longest residents express the highest level of dissatisfaction (22%) with the City.
- Residents who contacted a city agency were more dissatisfied with the City (19%) than those who did not contact the City (12%).

PERFORMANCE RATINGS FOR SPECIFIC CITY SERVICES

We asked residents to rate levels of satisfaction – either “excellent,” “pretty good,” “only fair,” or “poor” – with specific services the city provides. The results are shown in Figure 4 and Table 4.

Figure 4. Job Ratings for Hayward City Services

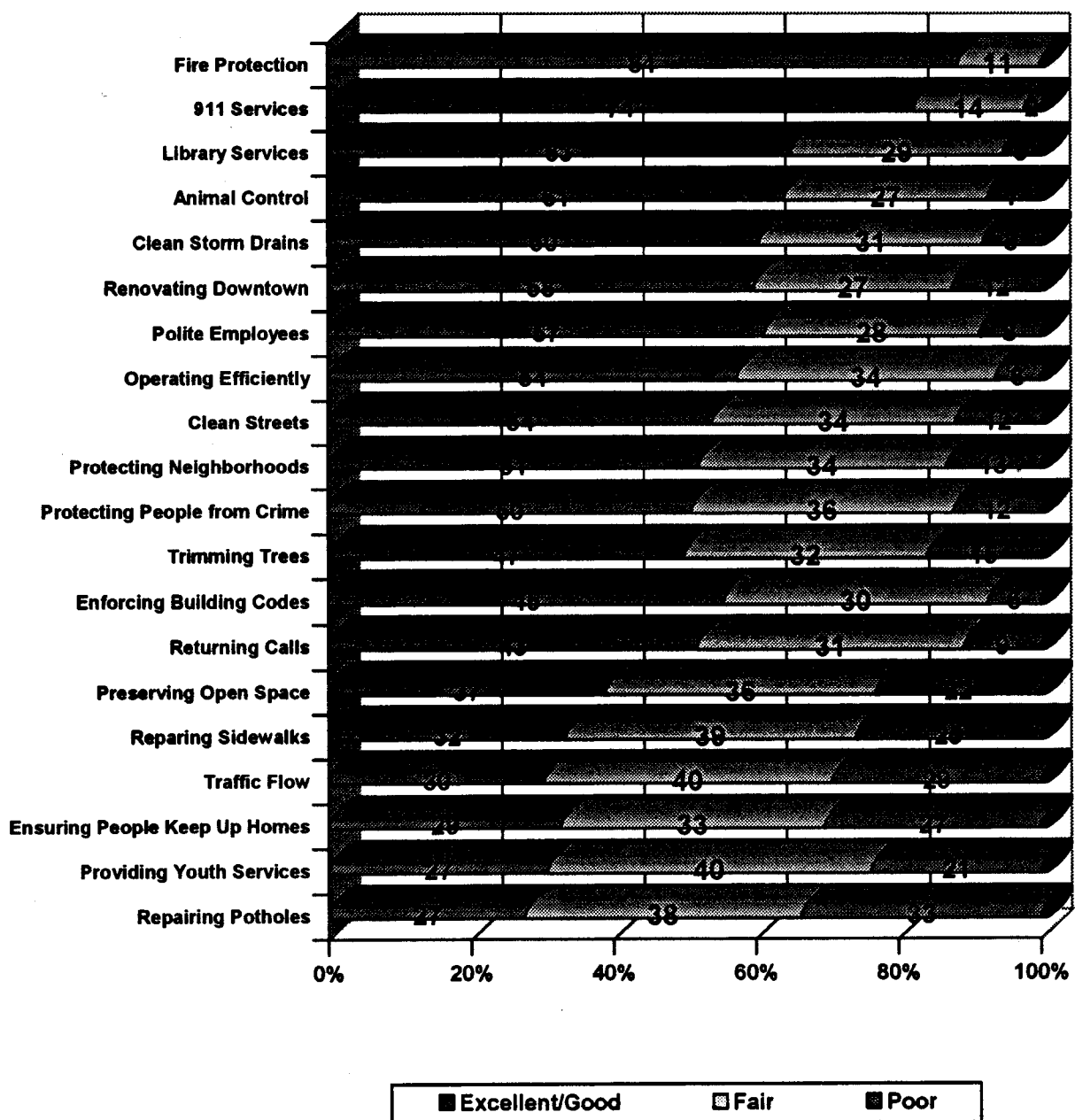


Table 4. Job Ratings for City Services

Service	Excellent/Good	Fair	Poor	Not Sure
	%	%	%	%
Fire Protection	84	11	0	6
911 Services	74	14	2	10
Library Services	63	29	5	4
Animal Control	61	27	7	6
Clean Storm Drains	60	31	8	2
Renovating Downtown	58	27	12	3
Polite Employees	57	28	8	8
Operating Efficiently	54	34	6	6
Clean Streets	54	34	12	1
Protecting Neighborhoods	51	34	13	2
Protecting People from Crime	50	36	12	3
Trimming Trees	47	36	15	2
Enforcing Building Codes	45	30	6	20
Returning Calls	43	31	9	18
Preserving Open Space	37	36	22	6
Repairing Sidewalks	32	39	25	5
Traffic Flow	30	40	29	1
Ensuring People Keep Up Homes	29	33	27	12
Providing Youth Services	27	40	21	13
Repairing Potholes	27	38	33	2

Differences in Job Ratings among Resident Subgroups

- **Protecting People From Crime:** More Latinos (20%) than any other ethnic group (approximately 10% across the other groups) say that the City is doing a poor job in this category, and residents who are dissatisfied with the City's overall performance are also most likely to select the poor rating (29% compared to 8% for neutral and satisfied residents).
- **Fire fighting and prevention:** Residents over 65 years of age are the most likely to believe that the City is doing an excellent job (41%) in fire fighting and prevention (compared to 26% for those under 65).

- **911 Services:** Among Blacks 27 percent give the city a negative rating in this area, compared to about 15 percent of other residents.
- **Renovating Downtown Hayward:** Whites are the most likely to say that the City is doing a poor job with renovations (17% as compared to around 6% in other groups). Those under 44 are much more likely to give the city a positive rating in this area (64%) compared to seniors (47%).
- **Polite Employees:** Sixty-two percent of voters rate the city's employees positively for being polite, compared to just 39 percent of non-voters. Blacks and Latinos (about 46%) are more likely than whites (29%) to give city employees a negative rating for being polite.
- **Clean Streets:** Renters are more critical (51% give the city a negative rating) than homeowners (43%).
- **Providing Services for Young People:** Women (24%) are more likely than men (17%) to rate the City's performance in this area as poor, while those under 65 years are more likely to give the poor rating (21%) than residents over 65 years of age (10%).
- **Library Service:** Positive ratings are higher among those earning less than \$40,000 per year (about 70%) compared to those earning \$75,000 or more (52%).
- **Protecting Neighborhoods:** Seniors (62%) are more positive than those under 45 (43%), and Blacks are more positive (62%) than Latinos (47%) or Asian residents (45%).
- **Returning Phone Calls:** Parents are more negative (48%) than non-parents (36%).
- **Repairing Sidewalks:** Homeowners (67%) are more negative than renters (58%).

Differences in Job Ratings from 1998 to 2001

In comparing ratings between 1998 and 2001, as shown in Table 5, residents gave the city much more positive ratings for downtown renovation, library services, 911 services, and other city services. There were increases in negative ratings for how the city is handling traffic flow, open space, up-keep of homes, code enforcement, and several other categories.

Table 5. Change in Job Ratings for City Services: 1998-2001

	POSITIVE RATINGS			NEGATIVE RATINGS		
	1998	2001	Change	1998	2001	Change
Renovating downtown	40	58	18	50	39	-11
Library services	50	63	13	42	34	-8
911 services	63	74	11	22	16	-6
Fire services	75	84	9	18	11	-7
Storm drains/sewers	53	60	7	43	39	-4
Operating efficiently	47	54	7	41	40	-1
Crime protection	45	50	5	52	48	-4
Polite city staff	53	57	4	38	36	-2
Protecting neighborhoods	47	51	4	49	47	-2
Animal control	57	61	4	32	34	2
Code enforcement	41	45	4	29	36	7
Returning phone calls	42	43	1	37	40	3
Clean streets	55	54	-1	44	46	2
Trimming trees	50	47	-3	46	51	5
Youth services	30	27	-3	57	61	4
Fixing potholes	30	27	-3	66	71	5
Sidewalk repair	36	32	-4	59	64	5
Ensuring home up-keep	33	29	-4	51	60	9
Preserving open space	43	37	-6	46	58	12
Traffic flow	41	30	-11	57	69	12

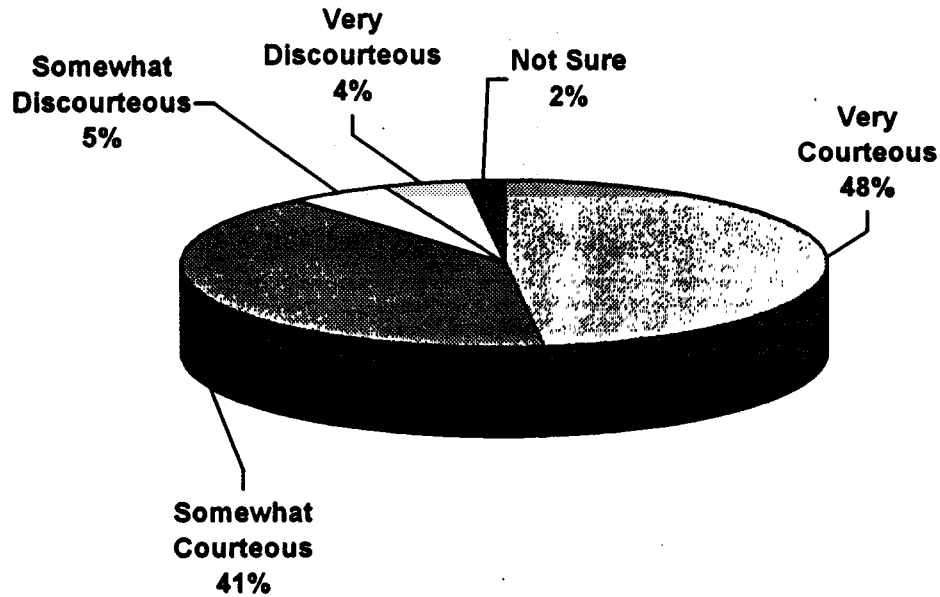
RATINGS OF CITY EMPLOYEES

Nearly two out of three residents (65%) either telephoned or visited a Hayward city agency. Asian residents (are far less likely than others to report having visited a city agency in person (30%) or to have telephoned a city agency (36%). Likelihood of contact is also much higher among those who earn \$40,000 per year or more compared to lower income residents. Residents dissatisfied with city services are far more likely to have had contact with the city than satisfied residents.

Of those who have contacted the city, the overwhelming majority said that city employees were courteous and responsive to their needs. As Figure 5 illustrates, nearly nine out of ten residents (89%) who contacted the city said city employees were courteous, while just nine percent said they were discourteous.

Figure 5. Were Hayward City Employees Courteous or Discourteous?

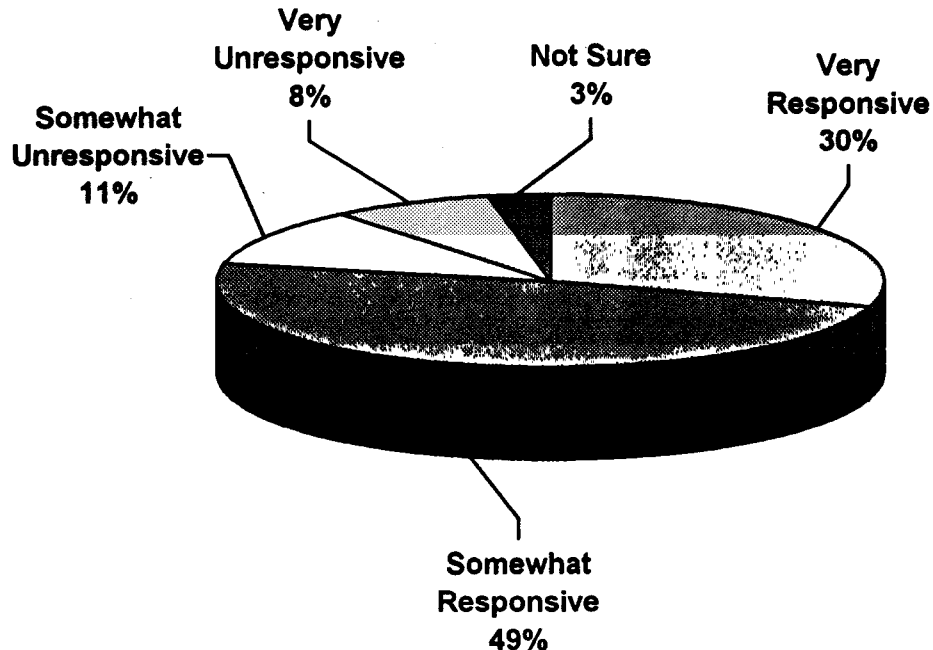
(Asked only of those who contacted a Hayward city agency; N = 258)



In addition, more than three out of four residents (79%) said that city employees were responsive to their needs. As Figure 6 illustrates, 79 percent said that city employees were responsive, while just 21 percent said they were unresponsive.

Figure 6. Were Hayward City Employees Responsive or Unresponsive?

(Asked only of those who contacted a Hayward city agency; N = 258)



Differences in Ratings of City Employees from 1998 to 2001

- In general, Hayward residents maintain the same positive perceptions of the courteousness of city employees in 2001 that they expressed in 1998. In terms of responsiveness, the overall rating is essentially the same, while the proportion of residents describing city employees as "very" responsive has fallen from 37 percent in 1998 to 30 percent in 2001.

PRIORITIES FOR CITY SERVICES

Service Priorities for the City: Residents' Own Views

We asked local residents to share their own views about what the highest priority should be for the services the City of Hayward provides to its local residents. As Table 6 highlights, police services and other public safety concerns top the priority list dictated by local residents. These responses are little changed from what was seen in 1998.

Table 6. Highest Priority for Hayward City Services
(Volunteered Responses)

<i>Priority</i>	<i>Percent</i>
Increase Police Force	20
Improve Public Safety	9
Improve Fire Fighting	6
Crime Prevention	5
Improve Emergency Medical Services	3
Build Police/Fire Stations	2
Total Public Safety Responses	45
Improve Infrastructure	7
Reduce/Clean Up Pollution	5
Support Youth Programs	4
Better Senior Care	4
Lower Traffic Congestion	3
More Public Transportation	3
Lower Cost of Housing	3
Development of Downtown	3
More/Better Libraries	2
More Parks	2
Other	3
None	16

Budgetary Priorities for City Services

Next, we asked residents to evaluate the importance of some possible priorities for the City's budget. Using a 5-point scale, residents gave a "1" to a service that they felt should definitely not be a high priority and awarded a "5" for a service they felt definitely should be a high priority for the City's budget. Figure 7 and Table 7 again showcase residents' desire for the City to make police and fire services a high priority.

Figure 7. Rating City Budget Priorities

(Entries are mean scores where 1 = Definitely Not High Priority, and 5 = Definitely High Priority)

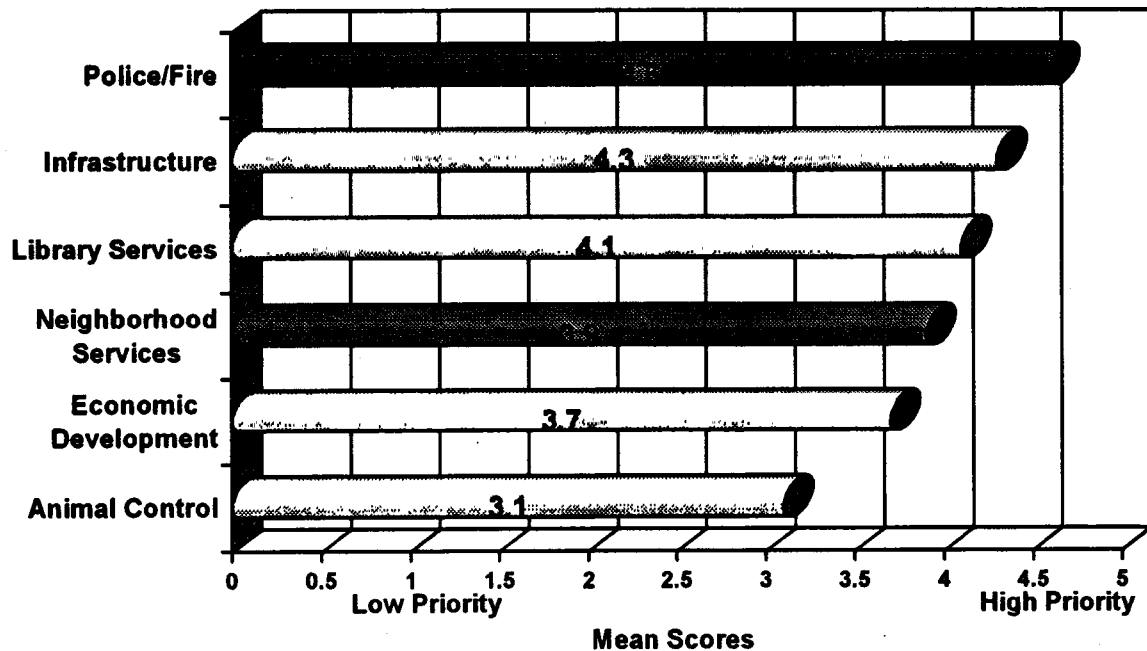
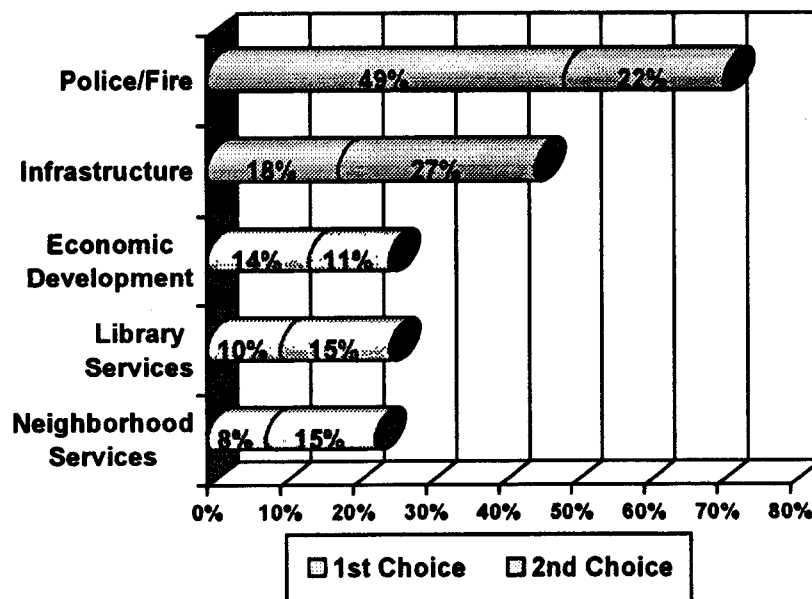


Table 7. Priority Ratings for City Budget Ranked by High Priority

Priority	High Priority (4 or 5)	Neutral (3)	Low Priority (1 or 2)
	%	%	%
Police/Fire Services	86	6	4
Infrastructure, such as sewers, streets, water	82	14	3
Library Services	74	17	8
Neighborhood Services, such as sidewalks/trees	65	25	11
Economic Development	55	28	17
Animal Control	35	35	30

Further, we asked residents to identify which of five items should be the first and second highest priorities for the city. As shown in Figure 8, police and fire services are by far the highest priority for local residents. Improving the city's infrastructure (including city streets, sewers, and water system) ranks as the most frequently named second priority.

Figure 8. Highest and Second Highest Priority for City Services



Differences in Service Priorities among Resident Subgroups

- Residents' volunteered responses and rankings of service priorities are fairly consistent across most subgroups studied in the survey. Only a few significant differences exist in priority ratings:
- African-Americans rate economic development as a high priority (82%) more than other ethnic groups (approximately 52% average rating as high priority among other groups).
- Residents with incomes less than \$20,000 per year call improving the city's infrastructure a high priority (94%) more often than do those with higher incomes (81% on average).

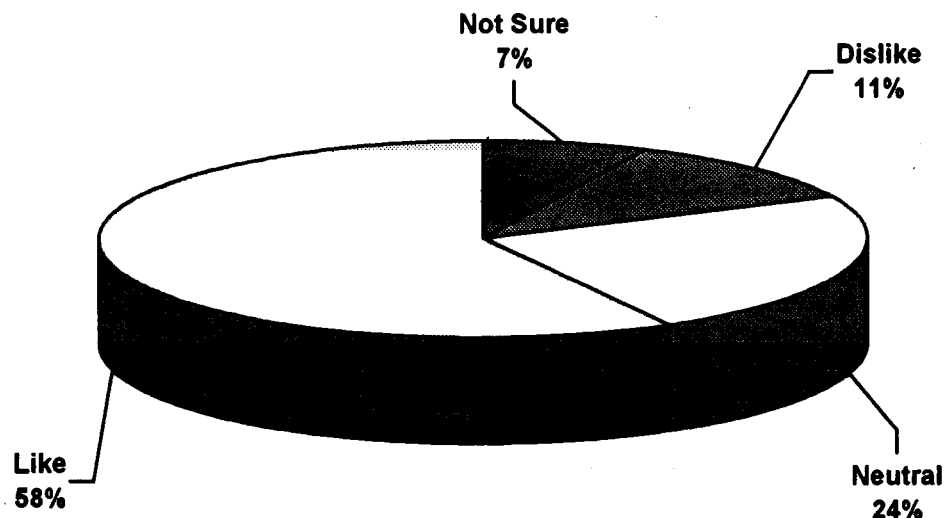
DOWNTOWN HAYWARD

We questioned residents both about how they feel about the changes in downtown Hayward during the last few years and how often and why they make a trip to the downtown area.

Attitudes toward Changes in Downtown

A sizable majority of residents (58%) likes the changes to downtown Hayward made in the last few years, while only about one in ten residents (11%) dislikes these changes (See Figure 9). Nearly one-fourth of residents (24%) remained neutral toward these changes.

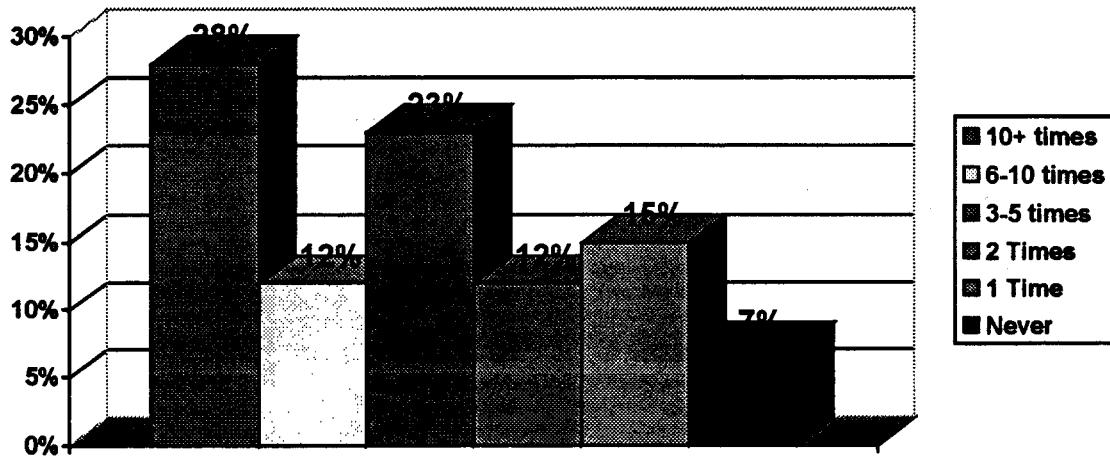
Figure 9. Do You Like or Dislike the Way that Downtown Hayward Has Changed in the Past Few Years?



Visiting Downtown Hayward

Ninety percent of residents visit downtown Hayward at least once a month, while a large majority (63%) visits the downtown area three or more times per month. And neither the frequency of nor the reasons for visitation to downtown Hayward differ significantly among resident subgroups. Figure 10 details the frequency of residents' visits to the downtown area.

Figure 10. Frequency of Visiting Downtown Hayward Each Month



Shopping and dining rank as the top reasons that Hayward residents travel downtown, followed by business or medical appointments and visiting the library. Table 8 highlights the main reasons for residents' visits to downtown.

Table 8. Main Reasons for Visits to Downtown Hayward

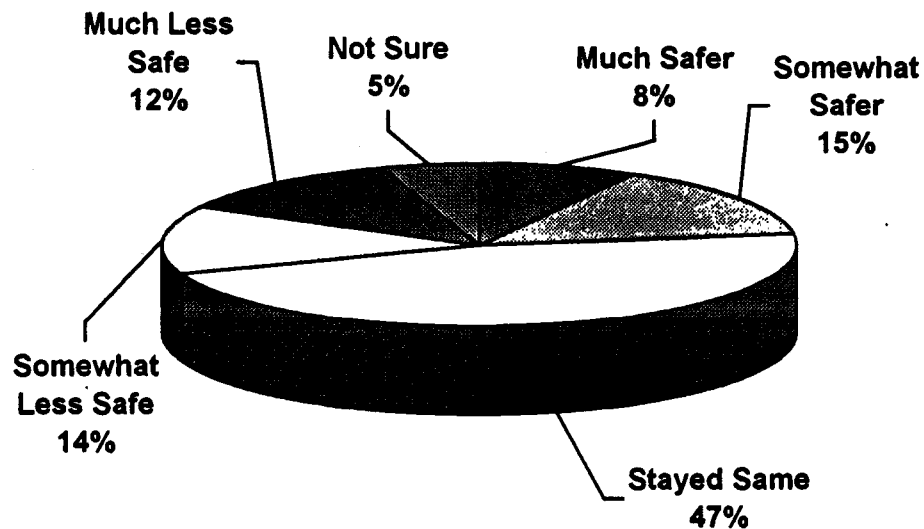
(Asked only of those who report visiting downtown; N = 373)

Reason	Percent
Shopping	36
Dining	17
Business/Medical Appointment	12
Use the Library	12
Work	8
Just Passing Through	5
Just to Hang Out	4
Visit Bank	2
Visit City Hall	1
Other	1
None	2

ATTITUDES ABOUT CRIME AND CRIME PREVENTION

Seventy percent of Hayward residents say either that the city has gotten safer from crime over the past few years, or has stayed about as safe. As shown in Figure 11, only about one-quarter (26%) says that the city has gotten less safe.

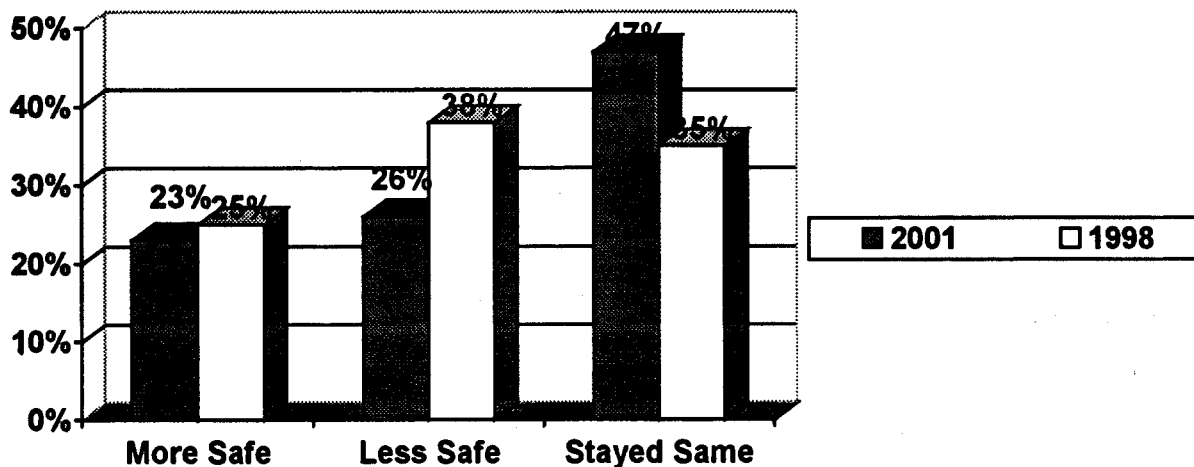
Figure 11. Is Hayward Getting More Or Less Safe From Crime?



Differences in Perceptions of Safety from 1998 to 2001

- Residents' perceptions that Hayward is safer or has stayed the same as it was in the past have increased since 1998 (See Figure 12). Further, fewer residents in 2001 perceive that Hayward is somewhat or much less safe than it was in the past.

Figure 12. Comparing Residents' Perceptions of Hayward's Changing Safety in 1998 and 2001

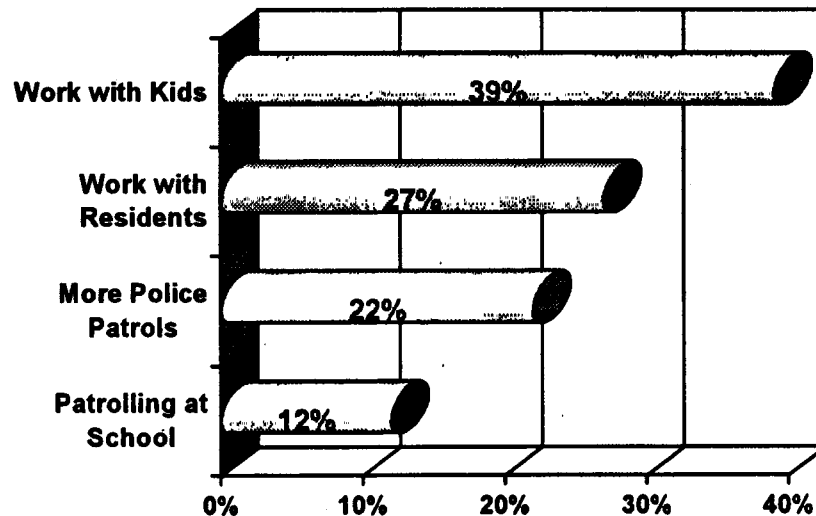


Preferred Use of Additional Police Officers

Hayward residents have a clear preference for using additional police resources to work with youth to prevent crime.

As shown in Figure 13, when asked to choose from one of four possible ways to deploy an additional police officer, 39 percent said they would prefer to use that officer to work "with local kids to prevent gangs and youth crime." Twenty-seven percent would prefer to use the officer to work "with local residents and neighborhood groups to help prevent crime." Another 22 percent would prefer to use the officer to increase "the police presence in your local neighborhood." Twelve percent would prefer that a new police officer patrol at a local school. These preferences for the assignment of a new police officer are quite stable across the different demographic subgroups in the survey. They also changed little from what we found in 1998.

Figure 13. Preferences for Use of Additional Police Officer

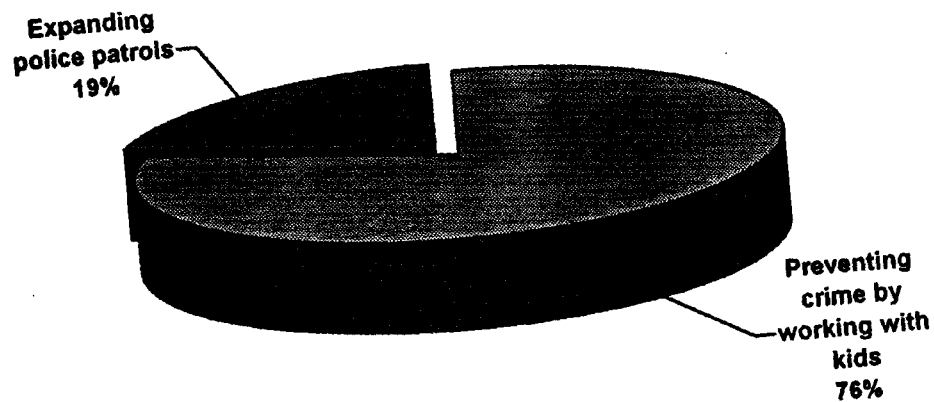


Preferred Use of Additional Money for the Hayward Police Department

In both 1998 and in the 2001 poll, we asked residents to choose between two possible uses of additional money for the Hayward Police Department: "expanding efforts to prevent crime before it happens by working with kids and neighborhood groups," and "expanding the number of police on patrol to catch criminals." In 1998, 55 percent preferred prevention, while 28 percent preferred more police on patrol.

As Figure 14 showcases, that differential is even more pronounced at present: residents prefer prevention to expanding the number of officers on patrol by a ratio of 4 to 1.

Figure 14. Spending Preferences for Extra Police Department Funds

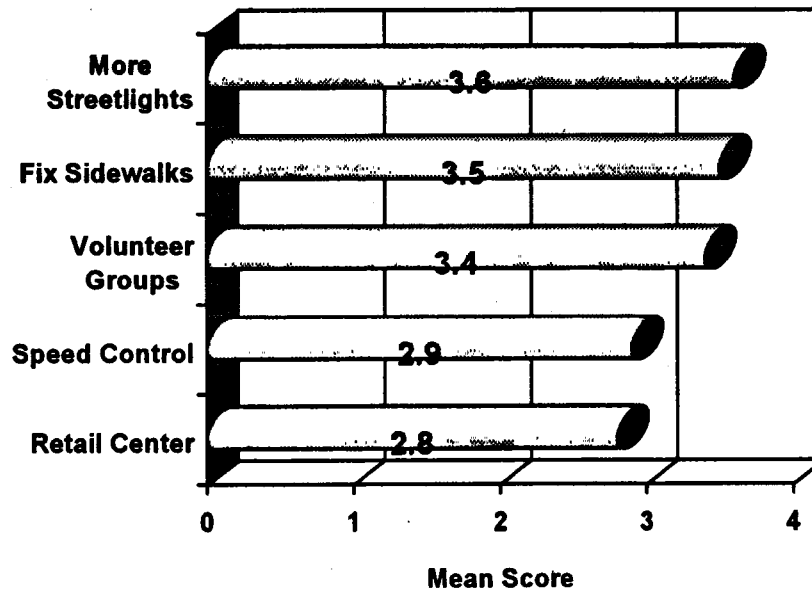


ACTIONS THE CITY COULD TAKE TO IMPROVE NEIGHBORHOODS

Before concluding the survey, we asked residents to rate five different possible actions the city could take to make their neighborhood "a better place to live." We asked residents to rate the possible actions on a five-point scale, using a 1 if they felt that item would not be important for their neighborhood, and a 5 if they felt that item would be extremely important for their neighborhood. Figure 15 shows the results.

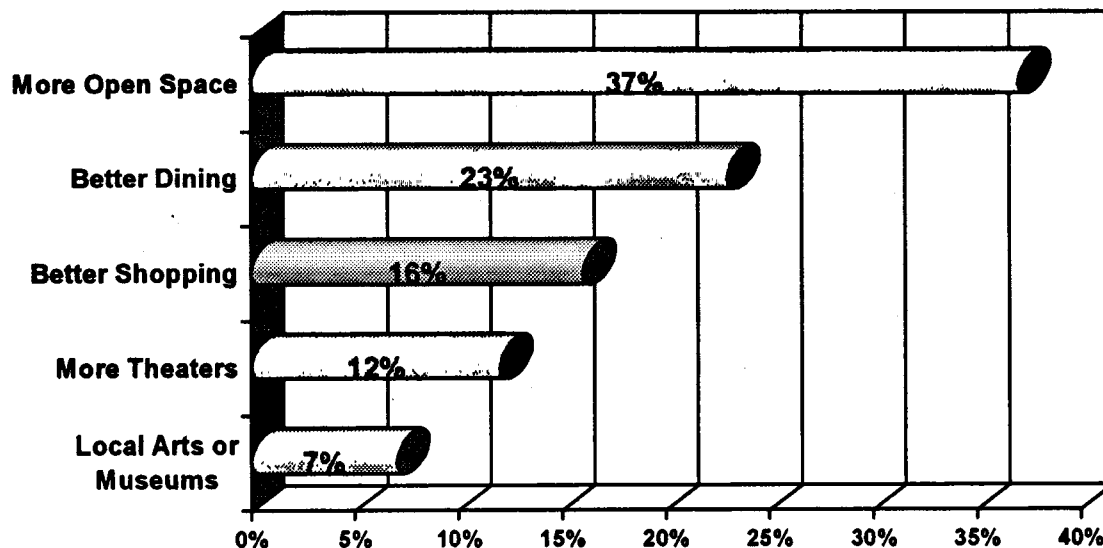
Figure 15. Importance of Actions to Make Neighborhood a Better Place

(Entries are Mean Scores where 1 = Not Important, 5 = Extremely Important)



We also asked residents to select from a list of improvements the one that would be most likely to improve the quality of life in Hayward. As Figure 16 illustrates, more than one in three residents (37%) believe that more open space and outdoor recreation would most improve Hayward's quality of life. Better dining (23%) and better local shopping (16%) follow as the second and third most popular responses.

Figure 16. Which Option Would Most Improve Hayward's Quality of Life?



Differences in Attitudes toward Neighborhood Improvements among Resident Subgroups

Generally, residents' ratings of proposed neighborhood improvements are consistent across subgroups in the survey. We note a few differences below:

- **Fixing Sidewalks:** Those over 65 years of age are the most likely to call this extremely important (52% as compared to about 25% for those under 65).
- **Installing More Streetlights:** Latinos are more likely to call this extremely important (52% as compared to about 33% across other groups).

Differences in Hayward Quality of Life Improvements among Resident Subgroups

In general, residents' attitudes toward the improvements above are consistent across subgroups in the survey. We note a few differences below:

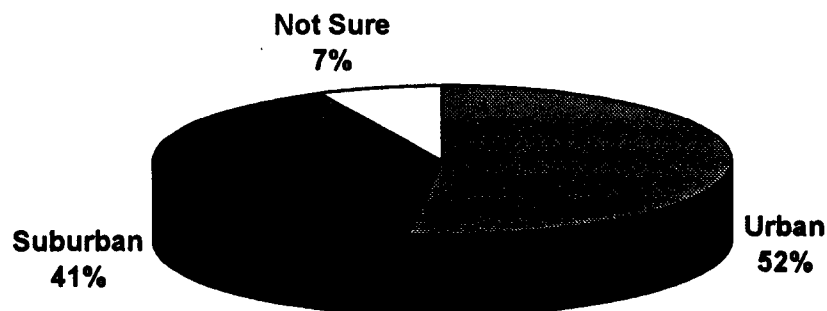
- **Women over 45 years of age** are the least likely to say that open space and outdoor recreation areas would most improve Hayward's quality of life (26% as compared to an average of about 42% for other groups);

- Parents are more likely than residents without children to say that open space and outdoor recreation areas would most improve Hayward's quality of life (47% as compared to 32% for those without children), and
- Women (18%) are likely than men (6%) to identify more theaters as the improvement with most impact.

Is Hayward Urban or Suburban?

Residents' identification of open space as a factor which would improve Hayward's quality of life is not surprising in light of their perception of their city as an urban area. When questioned about the type of area in which they live, a majority of residents (52%) identifies Hayward as an urban area in contrast to the 41 percent who call Hayward suburban. Another eight percent did not select either label for their municipality. Perhaps reflecting the types of neighborhoods in which they live, lower income residents are more likely than upper income residents to consider Hayward to be an urban area. While 65% of those with annual household incomes of less than \$20,000 consider Hayward to be urban, only 46% of those with annual household incomes of greater than \$70,000 do so.

Figure 17. Is Hayward Urban or Suburban?



Again, residents' perception of Hayward as an urban area along with their preoccupation with traffic and congestion problems may be contributing factors to the desire for open space in the community.

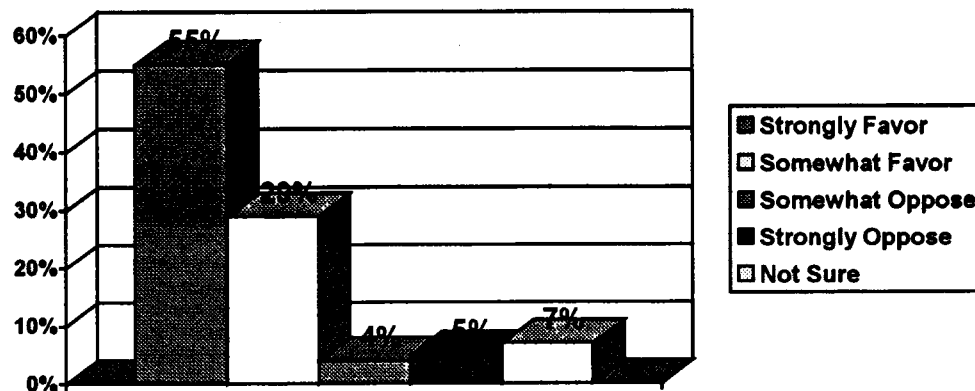
School Governance and Facility Use

Nearly one-third of residents (31%) are unfamiliar with the entity that is responsible for governing the public schools in Hayward. Of those who did purport to know which entity is in charge of schools, nearly equal proportions of

residents said that the City governs schools (34%) or the school district governs schools (34%). Further, African-Americans and Latinos are more likely than whites and Asians to say that the City governs the schools.

Although residents may not know which institution assumes control over the public schools, the vast majority of them (84%) favor opening school facilities such as classrooms and auditoriums for public or community use after school hours. Figure 18 details residents' support for making school facilities available for other community functions.

Figure 18. Support for Opening School Facilities for Public/Community Use



INTEREST IN CITY COUNCIL MEETINGS

A fairly sizable fraction of local residents say they watch the City Council meetings on cable television. As shown in Figure 19, 43 percent overall say they have seen a City Council meeting on cable television. Forty one percent of these viewers (17 percent overall) say they watch the city council meetings at least once a month (See Figure 20).

Figure 19. Viewing of Hayward City Council Meetings on Cable Television

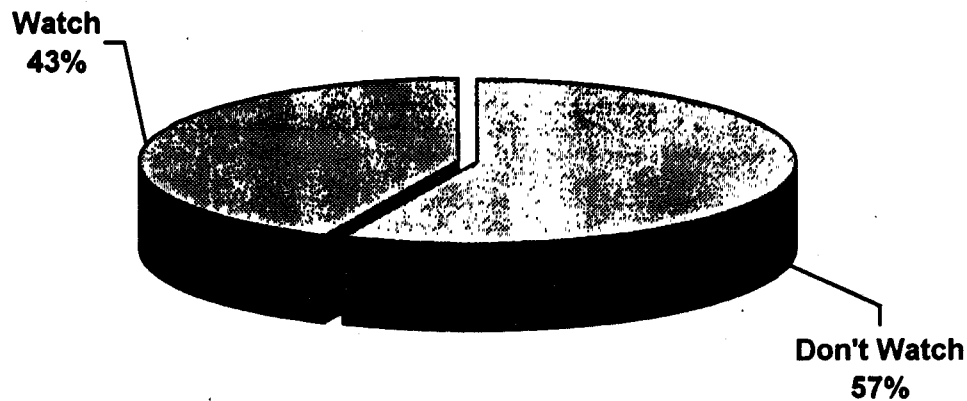
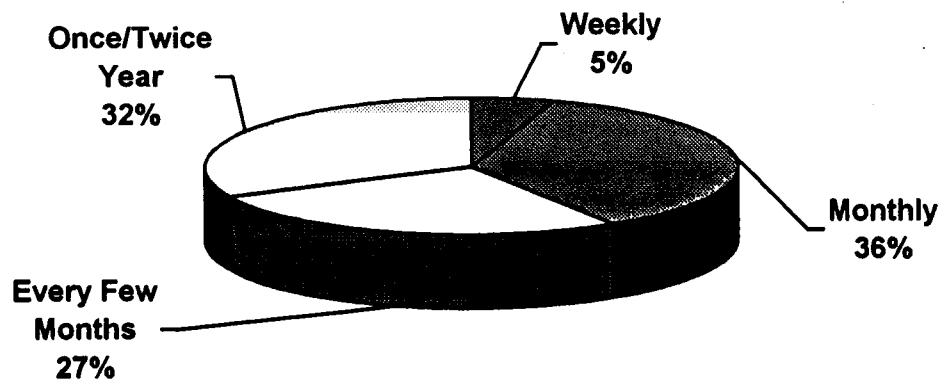


Figure 20. Frequency of Viewing Hayward City Council Meetings on TV

(Asked Only of Those Who Watch the Council N = 173)



Differences in Viewing City Council Meetings among Subgroups

Some subgroups of the Hayward resident population report watching the City Council meetings on television at higher rates than others. Those more likely to watch include:

- Residents between the ages of 45 and 64 years (59% compared to 35% of those under 45 years and 43% of those over 65 years);
- Ethnic groups other than Asians, who watch at the lowest rate (28%);
- Voters (50%) compared to those who don't vote (26%), and
- Residents who have contacted a city agency (49% as compared to 33% for those who have not contacted the City).

ACCESSING THE CITY WEBSITE

Like the residents of many other cities in close proximity to the Silicon Valley, growing numbers of Hayward residents have a personal computer in their homes and have the ability to access the Internet. More than three-fourths of residents (76%) have a computer at home, and 89 percent of these computer owners also have access to the Internet at home. The incidence of computers in the home and Internet access for Hayward residents has increased dramatically since 1998 when just over half of all residents (51%) owned a home computer and only 59 percent of this group could access the Internet from home.

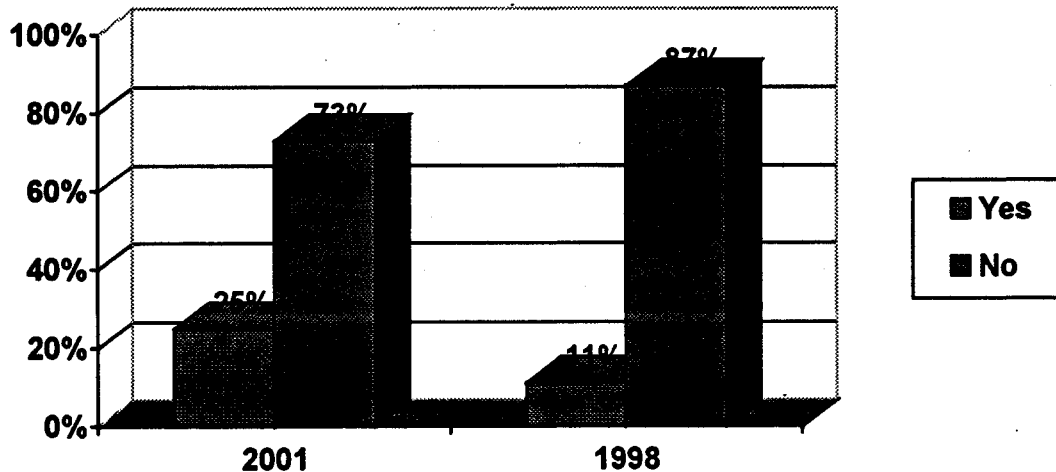
This growing access to technology likely contributed to the increase in the number of residents who say they have accessed the City of Hayward's website. As Figure 21 highlights, one-fourth of residents (25%) have accessed the City's website from their homes, offices or other locations. This is more than four times the proportion (6%) who accessed the City's website in 1998.

Differences in Accessing the City Website among Subgroups

Some subgroups of the Hayward resident population report accessing the City website at higher rates than others. Those more likely to access the website include:

- Men (31%) more than women (19%);
- Residents under the age of 65 years (28% as compared to 14% of those over 65 years);
- Residents with incomes over \$70,000 per year, and
- Parents (32%) in contrast to those without children (22%).

Figure 21. Resident Access of the City's Website in 1998 and 2001

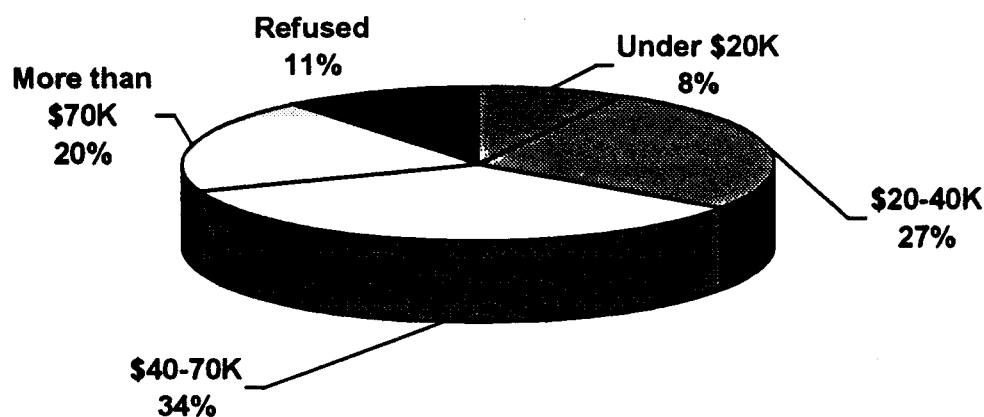


DEMOGRAPHIC AND SOCIOECONOMIC PROFILE OF RESIDENTS

- Seventy-four percent of residents say they are registered to vote.
- Sixty-one percent of residents say they live in a house, while 30 percent live in a condominium or apartment and six percent live in a mobile home. Sixty-one percent say they own their place of residence, and 36 percent say they rent.
- The average price residents spend for rent per month is \$924.00. Seventy-five percent of renters are living in the same home, apartment, or condo they occupied one year ago. Further, 73 percent of those living in the same place say their rent increased in the past year. The average rise in the monthly rent for residents was \$119.00.
- Thirty-six percent say they have children under age 18 living at home with them.
- Twenty-two percent have moved to Hayward in the past three years; 41 percent have moved to Hayward in the past ten years; more than two-thirds have moved there in the past 25 years, and 30 percent have lived there for 25 years or more.

- About 78 percent of those we interviewed said they were employed, either full or part-time. Fifty-seven percent said they commute to work by car, and another seven percent said they commute to work by carpool. Only six percent said they commute to work using public transit and only two percent walk to work.
- Fifty-two percent of those we interviewed identified themselves as white, with 11 percent describing themselves as African-American, 16 percent as Latino, 13 percent as Asian, three percent as "mixed" race and one percent as "other."
- Among those who participated in the survey, all respondents say they speak English at home, with 14 percent who also say they speak Spanish at home. Residents also speak Tagalog (5%), Mandarin (4%), Hindi (3%), and French (2%) at home.
- Twenty percent say they earn more than \$70,000 per year, with 50 percent earning \$30,000 to \$70,000, and 20 percent earning less than \$30,000 per year.

Figure 22. Income Distribution Among Survey Respondents



**APPENDIX:
AGGREGATE RESULTS**

GENDER

MALE 49%
FEMALE 51

Hello, I'm _____ from GLS Research, a national public opinion research firm. We are not trying to sell you anything. We've been asked by the city of Hayward to conduct a survey of local residents to ask for your opinion on issues facing the city, and your telephone number was selected at random. All of your responses will be kept strictly confidential.

According to the research procedure, may I speak to the adult in the house age 18 or older who celebrated a birthday most recently?

[REPEAT INTRODUCTION IF RESPONDENT IS NOT PERSON WHO FIRST ANSWERED PHONE]

1. First, is where you live officially in the city of Hayward, do you live in another city near Hayward, or do you live in unincorporated county land that is not officially part of the city of Hayward?

IN CITY OF HAYWARD 100%
ANOTHER CITY TERMINATE
UNINCORPORATED COUNTY LAND TERMINATE
(DON'T READ) DK/NA TERMINATE

2. Generally speaking, are you satisfied or not satisfied with the job the City of Hayward is doing to provide city services? Please use a scale of 1 to 5, using a 1 if you are very dissatisfied with the job the city of Hayward is doing to provide city services, and using a 5 if you are very satisfied with the job the city is doing. Remember, you can use any number from 1 to 5.

	DISSATIS.					SATIS.	DK	MEAN
	1	2	3	4	5			
Job city is doing	6%	11%	38%	29%	15%		2%	3.4

3. Next, what would you say is the most important problem facing Hayward that you would like to see your city government do something about?

Traffic congestion 16%
Road Repair/pot holes 10
Crime 8
Pollution 7
Development of downtown 5
Poor quality of education 4
Drugs 4
Cost of housing 4
Gangs 3
Need freeways built/expanded 3
Need more parking 2
Too much growth 2
Attract more businesses 2
Need more police 2
Need more parks/open space 2
Poor planning by city 2
Others (1% or less) 15
Don't know 9

4. Have you ever visited a Hayward city department or agency in person for any reason? (RECORD BELOW, THEN ASK):

Visited _____ YES _____ NO _____ DK/NA
48% _____ 52% _____ 0%

5. Have you ever telephoned a Hayward city department or agency for any reason?

Telephoned _____ YES _____ NO _____ DK/NA
55% _____ 44% _____ 1%

IF YES ON Q.4 OR Q.5 ASK Q.6a AND q.6b – OTHERWISE SKIP TO Q.7:(n=258)

- 6a. Based on your personal experience, would you say that the people you dealt with when contacting Hayward city departments were very courteous, somewhat courteous, somewhat discourteous, or very discourteous?

Courteous/Discourteous _____ VERY _____ S.W. _____ S.W. _____ VERY _____ DK/
COUR. _____ COUR _____ DISCOUR _____ DISCOUR _____ NA
48% _____ 41% _____ 5% _____ 4% _____ 2%

- 6b. And would you say that the people you dealt with when contacting Hayward city departments were very responsive to your needs, somewhat responsive, somewhat unresponsive, or very unresponsive?

Responsive _____ VERY _____ S.W. _____ S.W. _____ VERY _____ DK/
RESP. _____ RESP _____ UNRESP _____ UNRESP _____ NA
30% _____ 49% _____ 11% _____ 8% _____ 3%

RESUME ASKING ALL RESPONDENTS

7. I now want to ask your view about what should be the highest priority when it comes to services the city of Hayward provides to local residents. Other than public schools, what service do you feel should be the highest priority for the city to provide? (IF RESPONSE IS RELATED SPECIFICALLY TO SCHOOLS, ASK FOR SECOND HIGHEST PRIORITY. RECORD ANY YOUTH-RELATED SERVICES NOT PROVIDED BY SCHOOL DISTRICT)

Increase police force	20%
Improve public safety	9
Improve infrastructure	7
Improve fire fighting	6
Crime prevention	5
Reduce/clean up pollution	5
Support youth programs	4
Better senior care	4
Lower traffic congestion	3
More public transportation	3
Lower cost of housing	3
Development of downtown	3
Improve emergency medical services	3
More/better libraries	2
More parks	2
Build police/fire stations	2
Other (1% or under)	3
Don't know/refused	16

8. How do you feel about the way that downtown Hayward has changed over the past few years? Do you like the changes, do you feel neutral about them, or do you dislike the changes?

Like	58%
Neutral	24
Dislike	11
(DON'T READ) DK/NA	7

9. On average, how many times a month do you go to downtown Hayward?

Never	7%
Once a month	15
Twice a month	12
3-5 times a month	23
6-10 times a month	12
Over 10 times a month	28
Not sure/refused	3

IF Q. 9 = "NEVER", SKIP TO Q. 11

10. When you go to downtown Hayward, what is usually the main reason for your visit? For (READ RESPONSES - RECORD ONE RESPONSE ONLY): (n=373)

Dining	17%
Shopping	36
Work	8
To use the Library	12
To visit City Hall	1
For a business or medical appointment	12
Or just to hang out there	4
Just passing through	5
Visit bank	2
(DON'T READ) OTHER	1
(DON'T READ) DK/NA	2

RESUME ASKING ALLRESPONDENTS

11. To the best of your knowledge, are the public schools in Hayward governed by the City of Hayward, or are they governed by a separate school district?

Governed by city	34%
Governed by school district	35
(DON'T READ) DK/NA	31

12. The city of Hayward and the Hayward school district have discussed opening school facilities such as classrooms or auditoriums for public or community use after school hours. Does this sound like something you would favor or oppose? (IF FAVOR/OPPOSE ASK): "Is that strongly (favor/oppose) or somewhat?"

Strongly favor	55%
Somewhat favor	29
Somewhat oppose	4
Strongly oppose	5
(DON'T READ) DK/NA	7

13. Do you think that traffic conditions in Hayward today are better, worse, or about the same as they were five years ago?

Better 7%
 Worse 67
 About the same 16
 (DON'T READ) Didn't live in Hayward 5 yrs ago 10
 (DON'T READ) DK/NA 1

14. Now let me read you a brief list of different services the city of Hayward currently provides. After you hear each item, please tell me if you feel it should be a high priority or not for the city's budget. Please use a scale of 1 to 5, using a 1 if you feel that service should not be a priority at all for the city's budget, and a 5 if you feel that service should be an extremely high budget priority. (ROTATE)

NOT PRIORITY				HIGH		DK	MEAN
1	2	3	4	5			

[]	a.	Neighborhood services, such as sidewalk repairs and tree trimming	4%	7%	25%	28%	37%	0%	3.9
			1	2	3	4	5		
[]	b.	Police and fire services	2	2	6	16	73	1	4.6
[]	c.	Library services, including new technology	4	4	17	29	45	2	4.1
[]	d.	Economic development, including improving downtown Hayward	6	11	28	21	34	1	3.7
[]	e.	Improving the city's infrastructure, such as city streets, sewers, and water systems	1	2	14	26	56	0	4.3
[]	f.	Animal control services	9	21	35	18	17	1	3.1

15. While you may feel that they are all important, please tell me which SINGLE ONE of the following five items should be the HIGHEST priority for the City of Hayward? (ROTATE) (AFTER RECORDING, ASK):

16. And which of the items should be the second highest priority for the City? (RE-READ ONLY IF REQUESTED) (DO NOT ALLOW SAME RESPONSE FOR BOTH QUESTIONS):

	Q. 15 TOP	Q. 16 2nd	TOTAL 1st and 2nd
[] Neighborhood services, such as sidewalk repairs and tree trimming	8%	15%	23%
[] Police and fire services	49	22	71
[] Library services, including new technology	10	15	25
[] Economic development, including improving downtown Hayward	14	11	25
[] Improving the city's infrastructure, such as city streets, sewers and water systems	18	27	45
[DON'T READ] OTHER	1	1	2
[DON'T READ] NOT SURE	1	10	11

17. Next, please tell me whether you feel each of the following is a serious problem in Hayward, or not a serious problem. Please use a scale where 1 is a problem that is NOT SERIOUS AT ALL in Hayward, and 5 is a problem that is EXTREMELY SERIOUS. Remember, you can use any number from 1 to 5. (ROTATE)

		NOT SER.			EXT SER.			DK	MEAN
		1	2	3	4	5			
[]	a. Graffiti	12%	17%	29%	18%	22%	2%		3.2
[]	b. Not enough high quality local shopping opportunities	18	19	26	17	21	0		3.0
[]	c. Potholes on city streets	6	13	25	25	30	1		3.6
[]	d. Street lights not working	29	24	25	12	10	1		2.5
[]	e. The time it takes to get a building permit	13	11	24	3	10	38		2.8
[]	f. Not enough services for seniors	10	11	33	18	15	13		3.2
[]	g. Clogged storm drains flooding city streets during rainstorms	22	23	22	17	14	2		2.8
[]	h. Lack of jobs and economic development	9	14	31	19	21	6		3.3
[]	i. Traffic signals being out of order	30	29	20	11	10	1		2.4
[]	j. The way that garbage and recyclable materials are picked up	31	19	26	11	13	1		2.5
[]	k. Traffic congestion	3	5	15	23	53	0		4.2
[]	l. Not enough positive activities for young people	5	7	21	26	34	8		3.8
[]	m. Too many stray animals on the streets	28	33	22	6	8	3		2.3

18. Please tell me whether you feel the city of Hayward is doing an EXCELLENT, PRETTY GOOD, ONLY FAIR, or POOR job in each of the following areas: (ROTATE)

		EXC.	PRETTY GOOD	ONLY FAIR	POOR	DK/NA
[]	a. In repairing sidewalks	3%	29%	39%	25%	5%
[]	b. In keeping traffic on city streets flowing smoothly	2	28	40	29	1
[]	c. In providing library services	13	50	29	5	4
[]	d. In protecting people from crime	7	43	36	12	3
[]	e. In putting out and preventing fires	28	56	11	0	6
[]	f. In providing emergency 9-1-1 services	21	53	14	2	10
[]	g. In taking action against people who do not keep up their homes or properties	2	27	33	27	12
[]	h. In making sure that sewers and storm drains work properly	7	53	31	8	2
[]	i. In keeping city streets and gutters clean	4	50	34	12	1
[]	j. In renovating downtown Hayward	10	48	27	12	3
[]	k. In making sure that city employees are polite and courteous	11	46	28	8	8
[]	l. In protecting local neighborhoods	6	45	34	13	2
[]	m. In keeping street trees trimmed	5	42	36	15	2
[]	n. In providing animal control services and dealing with stray animals	10	51	27	7	6
[]	o. In enforcing and applying building safety codes	6	39	30	6	20
[]	p. In preserving open space here in Hayward	4	33	36	22	6
[]	q. In providing services for youth	3	24	40	21	13
[]	r. In operating efficiently	4	50	34	6	6
[]	s. In answering or returning your phone calls to city agencies	5	38	31	9	18

- [] t. In repairing potholes in city streets-----1-----26-----38-----33-----2
19. Which of the following do you think would MOST improve the quality of life in Hayward? [READ; ROTATE]

More local arts or museums 7%

Better local shopping 16

More open spaces and outdoor recreation 37

Better dining and restaurants 23

More theaters for plays and other live performances 12

(DON'T READ) OTHER 0

(DON'T READ) DK..... 5

20. Next, when it comes to how safe you feel from crime in the City of Hayward, would you say that Hayward has gotten MORE safe over the last few years, has gotten LESS safe, or has it stayed about the same? (IF MORE/LESS ASK): "Is that MUCH (more/less) safe or somewhat?"

	MUCH MORE	S.W. MORE	S.W. LESS	MUCH LESS	STAYED SAME	DK/ NA
Safe -----	8%	15%	14%	12%	47%	5%

21. Let's assume for a moment that the Hayward Police Department hired another officer and assigned that officer to your neighborhood. Which of the following four items should be the single highest priority for a new police officer assigned to your neighborhood? (RE-READ ONLY IF REQUESTED)

	HIGHEST
[] Working with local kids to prevent gangs and youth crime.....	39%
[] Increasing the police presence in your neighborhood.....	22
[] Working with local residents and neighborhood groups to help prevent crime	27
[] Patrolling at a local school	12
(DON'T READ) OTHER	0
(DON'T READ) DK.....	1

22. Let's assume that extra money is available for the Hayward police department. Should that money be used for (READ - ROTATE):

[] A. Expanding efforts to prevent crime before it happens by working with kids and neighborhood groups76%

B. Expanding the number of officers on patrol to catch criminals 19

c. (DON'T READ) BOTH4

d. (DON'T READ) DK/NA1

23. Now I want to read you some different actions the city could take to make your neighborhood a better place to live. Please rate each item on a scale of 1 to 5, where 1 would be an item that you feel is not important at all for making your neighborhood a better place to live, and 5 being an item that you feel is extremely important for making your neighborhood better. (ROTATE)

	NOT IMP 1-----2-----3-----4-----5	EXT. IMP 1-----2-----3-----4-----5	DK/NA	MEAN
[] a. Installing more streetlights to make streets better lit at night-----	10% - 11%---	23% ---21% ---35%.....	1%.....	3.6
[] b. Installing more stop signs, traffic lights, or other traffic-calming measures -----	22-----17-----27-----	14-----19-----	1-----	2.9
[] c. Organizing volunteer groups to clean up local streets -----	10-----11-----32-----	23-----24-----	1-----	3.4
[] d. Creating a small retail center that would serve your local neighborhood-----	28-----14-----25-----	15-----17-----	1-----	2.8

- [] e. Fixing sidewalks damaged by tree roots-----9-----13-----24-----25-----29 1 3.5
24. Do you consider Hayward to be an urban area or a suburban area? Urban 52%
Suburban 41
(DON'T READ) DK/NA 8
25. How concerned are you about an increase in the cost of electricity for your home? Are you VERY concerned, SOMEWHAT concerned, ONLY A LITTLE concerned or NOT AT ALL concerned? Very concerned 79%
Somewhat concerned 12
Only a little concerned 6
Not at all concerned 2
(DON'T READ) DK/NA 1

Now for a few background questions for statistical purposes only.

26. First, are you currently registered to vote at your present address? YES 74%
NO 24
(DON'T READ) DK/NA 2
27. Do you live in a house, a condominium, an apartment or a mobile home? House 61%
Condominium 8
Apartment 22
Mobile home 6
Refused 2
28. Do you own or rent your home? SKIP TO Q. 33> Own 61%
ASK Q. 29-32> Rent 36
SKIP TO Q. 33> Refused 3

ASK QUESTIONS 29-32 OF RENTERS ONLY

29. I want to repeat that all your answers are confidential and this is for statistical purposes only. What is the monthly rent you currently pay? (FILL IN EXACT AMOUNT BELOW - CODE REFUSED AS 9999, NOT SURE AS 9998). (n=144)

Less than \$500	7%	MEAN: \$923.80
\$500-\$600	9	
\$601-\$800	18	
\$801-\$1000	27	
\$1001-\$1200	17	
Over \$1200	11	
Don't know/Refused	11	

30. Are you living in the same apartment, house, or condo as you were a year ago, or have you moved in the past year? (n=144)

ASK Q. 31> Yes, same home 75%
SKIP TO Q. 33> Moved 25
SKIP TO Q. 33> (DON'T READ) DK/NA 0

IF SAME HOME, ASK:

31. Did your rent increase in the past year, or did it stay the same? (n=108)

ASK Q. 32> Yes, increased 73%
SKIP TO Q. 33> Stayed the same 27
SKIP TO Q. 33> (DON'T READ) DK/NA 0

IF INCREASED ASK:

32. How many dollars a month did your rent increase compared to what your monthly rent was a year ago at this time? (FILL IN EXACT AMOUNT – RECORD 9999 IF REFUSED OR NOT SURE) (n=79)

Under \$5018%
\$5017
\$51-\$10037
Over \$10024
Refused.....4

MEAN: \$118.60

RESUME ASKING ALL RESPONDENTS

33. Do you have a computer at your home?

ASK Q. 34 _____>
SKIP TO Q. 35 _____>
SKIP TO Q. 35 _____>

Yes 76%
No 22
(DON'T READ) DK/NA 2

IF YES ON Q.33 ASK:

34. Do you have access to the Internet from the computer at your home?(n=303)

Yes..... 89%
No 11
(DON'T READ) DK/NA..... 0

RESUME ASKING ALL RESPONDENTS

35. Have you ever accessed the City of Hayward's web site from your home, office, or some other computer?

Yes..... 25%
No 73
(DON'T READ) DK/NA..... 2

36. Do you have any children under the age of 18 living at home?

YES 36%
NO 62
(DON'T READ) REFUSED..... 3

37. Do you ever watch the Hayward City Council meetings on cable TV?

ASK Q. 38 _____> YES 43%
SKIP TO Q. 39 _____> NO 55
SKIP TO Q. 39 _____> (DON'T READ) REFUSED 2

IF YES ON Q.37 ASK:

38. Would you say that you watch the Hayward City Council meetings on TV every week, once or twice a month, every few months, or only once or twice a year? (n=173)

Every week..... 5%
Once/twice a month..... 36
Every few months..... 27
Once/twice a year..... 32
(DON'T READ) OTHER..... 0
(DON'T READ) DK/NA 0

RESUME ASKING ALL RESPONDENTS

39. How long have you lived in Hayward?

Less than a year 8%
One - three years 14
Four - six years 11
Seven - ten years 8
Eleven - sixteen 14
Seventeen - twenty five 14
More than 25 30
(DON'T READ) REFUSED 2

40. What is your primary means of getting to work? If you aren't working at present, or if you work at home, please just say so. Do you commute: (READ BELOW:)

By driving alone in a car 57%
By driving in a carpool 7
By Samtrans 0
By AC Transit 2
By BART 6
By walking 2
By bicycle 0
(DON'T READ) WORK AT HOME 4
(DON'T READ) NOT WORKING 19
(DON'T READ) OTHER 0
(DON'T READ) DK/NA 3

41. With which ethnic group do you identify yourself: White or European, Black or African-American, Hispanic or Latino, Asian, mixed race, or of some other ethnic or racial background?

White 52%
Black/African-American 11
Hispanic/Latino 16
Asian 13
Mixed Race 3
Other 1
(DON'T READ) REFUSED 3

42. What language or languages do you speak at home? (RECORD BELOW - ACCEPT 1ST TWO RESPONSES)

English 100%
Spanish 14
Tagalog/ Philippine language 5
Chinese/Mandarin 4
Vietnamese 0
Hindi 3
French 2
(DON'T READ) DK/NA 3

43. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2000? Was it:

\$20,000 or less 8%
\$20,001 - \$30,000 12
\$30,001 - \$40,000 15
\$40,001 - \$50,000 16
\$50,001 - \$70,000 19
\$70,001 - \$90,000 7
\$90,000 or more 13
(DON'T READ) Refused/NA 11

44. Finally, what is your age, please? (RECORD IT EXACTLY AND CIRCLE APPROPRIATE CATEGORY BELOW.)

45.4 MEAN

(AGE CATEGORIES)

18 - 24	9%
25 - 34	21
35 - 44	21
45 - 54	19
55 - 64	13
65 - 74	9
75+	6
No Answer	3

THANK AND TERMINATE